

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property  
Organization  
International Bureau



(43) International Publication Date  
29 January 2004 (29.01.2004)

PCT

(10) International Publication Number  
WO 2004/010389 A3

(51) International Patent Classification<sup>7</sup>: A63F 13/00

Haim [IL/DE]; 88 HESSTR., 80798 Munich (DE). BEN-  
EFRAIM, Uri [IL/IL]; 6 KTSIAH STREET, 52960 RA-  
MAT-EFAL (IL).

(21) International Application Number:  
PCT/IL2003/000589

(74) Agents: FENSTER, Paul et al.; FENSTER & COM-  
PANY, INTELLECTUAL PROPERTY 2002 LTD., P. O.  
BOX 10256, 49002 PETACH TIKVA (IL).

(22) International Filing Date: 17 July 2003 (17.07.2003)

(25) Filing Language: English

(81) Designated States (*national*): AE, AG, AL, AM, AT, AU,  
AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU,  
CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH,  
GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC,  
LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW,  
MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC,  
SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA,  
UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(26) Publication Language: English

(30) Priority Data:  
IL150808 18 July 2002 (18.07.2002) IL

(71) Applicant (*for all designated States except US*): KIPEE  
- KIDS' INTERACTIVE PRODUCTS FOR EDUCA-  
TION & ENTERTAINMENT [IL/IL]; P.O. Box 9187,  
52960 Ramat-Efal (IL).

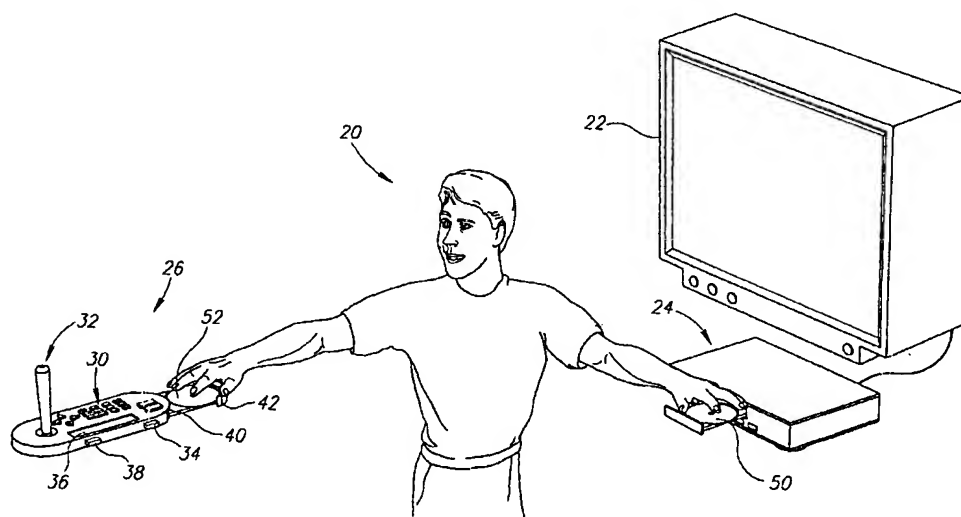
(84) Designated States (*regional*): ARIPO patent (GH, GM,  
KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW),  
Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),  
European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE,  
ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO,  
SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM,  
GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

(72) Inventors; and

(75) Inventors/Applicants (*for US only*): DAVID, Eli [IL/IL];  
P.O. BOX 3211, 40591 BET-YEHOSHUA (IL). ASHAR,

[Continued on next page]

(54) Title: INTERACTIVE DVD APPLICATIONS



(57) Abstract: Apparatus for playing an interactive application using a DVD player (24) that generates images on a TV (22) responsive to addressed image data on a DVD (50), the apparatus comprising: a DVD (50) having application images encoded at addressed locations on the DVD; an interface unit (26) comprising an IR transmitter (34), at least one user input device and a processor; a readable memory device (RMD) (52), separate from the DVD (50), encoded with at least one algorithm for determining a DVD image address responsive to activation of the at least one input device by a user; wherein the processor determines an image address responsive to the at least one algorithm and activation of the at least one input device and controls the IR transmitter (34) to transmit an IR signal encoding the address to the DVD player.